

FEDERAL STATION ISSUE ADVERTISING REQUEST SHEET

(To be filled out and kept on file for public inspection)

To: Marta Salazar
Station: WFTS Tampa
From: National Media
Date: October 5, 2012

This request was:

☒ Accepted

☐ Rejected

Agency: National Media
Address: 817 Slaters Lane, Alexandria, VA 22314

Phone#: (703) 683-4877
Fax#:

Contact: Brewer Bradashaw

Issue: Gun Rights

Candidate Mentioned:

Election Mentioned:

Sponsor: National Rifle Assoc.

Address: 11250 Waples Mill Road Fairfax, VA 22030

Phone: (703) 267-1000

Executive Officer(s): Mary Rose Adkins **Title:** Treasurer

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: National Rifle Association

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature 703-683-4877
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title



Print Date 10/05/12 Page 1 of 2

Order Sep 00:20:00

Estimate # **3316**

NRA

Alt Order #

Agency Com 15%

Billing Type Cash

Advertiser **NRA - National Rifle Association**

Billing Contact

Order Type	GENERAL
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**815 Slaters Lane
Alexandria, VA 22314**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency **American Media and Advocacy**

Demographic A25-54

Buying Contact

Sales Office EWSDC

Rev Codes POL POL ISS

**815 Slaters Lane
Alexandria, VA 22314**

Sales Region NAT

Product Codes PL

Agency Ref

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
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Competing Station	% of Order	Amount
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CABLE	%
UNKWKN	100%
WBHS	%
WBSV	%
WCLF	%
WEDU	%
WFLA	%
WMOR	%
WTOG	%
WTSP	%
WTTA	%
WTVT	%
WUSF	%
WVEA	%
WWSB	%
WXPX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$8,500.00	\$10,000.00	0.00	10/01/12	10/13/12	11	\$8,500.00	\$10,000.00
Totals	11	\$8,500.00	\$10,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 1	WFTS	10/08/12	10/12/12	M-F 1202-107a Kimmel CM M-F 1202-107a		1202-107a	22222--	:30	10	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	22222--					10	\$400.00		0.00			
N 2	WFTS	10/13/12	10/13/12	Sprint Cup Series CM Sprint Cup Series Racing		12p-1130p (7:00 PM-11:00 PM)	-----S-	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00



WFTS

Print Date: 10/05/12

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Contract / Revision **314090** Flight Dates **10/08/12-10/13/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **NRA - National Rifle Associ** Product **NRA**

Estimate # **3316**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	10/13/12	10/13/12	Sprint Cup Series	CM	12p-1130p	-----S-	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
				Sprint Cup Series Racing		(7:00 PM-11:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1		\$6,000.00		0.00				
													Totals	11 \$10,000.00